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SEPTEMBER 1904

The **DENTAL COSMOS**

**A MONTHLY RECORD
OF
DENTAL SCIENCE**

Devoted to the Interests of the Profession

**EDITED BY
EDWARD C. KIRK, D.D.S., Sc.D.**



**OBSERVE
COMPARE**

**REFLECT
RECORD**

**PUBLISHED BY
THE S. S. WHITE DENTAL MANUFACTURING CO.
CHESTNUT ST., COR. TWELFTH, PHILADELPHIA.**

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Samuel B. White

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SOUVENIR

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THE DENTAL COSMOS.



It has been truly said that the College, the Association, and the Journal constitute the tripod upon which the profession of dentistry is founded.

To these factors it owes its origin and its continued existence as a professional body.

The year 1839, the natal year of the profession of dentistry, witnessed the founding of the Baltimore College of Dental Surgery, the first dental educational institution in the world, and also the first issue of the "American Journal of Dental Science," together with the founding of the American Society of Dental Surgeons,—the first dental journal and first dental association respectively.

Previous to the organization of these important professional enterprises the practice of dentistry was in a chaotic state, methods were crude, and the technical knowledge both of dental art and of dental pathology and therapeutics was extremely meager; science in the modern meaning of the term was unknown; secrecy regarding methods of practice was the general rule; each practitioner, feeling that he held the knowledge of his art by proprietary right, demanded a substantial compensation for imparting it to those who desired to enter upon dental practice. There was little or no interchange of professional thought among practitioners, and there were no means of dental education other than by the apprenticeship system.

Charlatanism under these conditions was rife and became so offensive to the more liberal and high-minded that a considerable number of men of eminence and professional character, deploring the degraded state of their calling, sought to rescue it from its unsatisfactory position and place it upon a sound professional basis. Their efforts resulted in the establishing in 1839 of the three great fundamental factors referred to.

It would be a useless task to critically analyze the relative importance to dentistry of the work of the college, the association, and the journal respectively. Each is essential to professional growth and each fulfills a different though equally important function as a member of the body professional, but it is with the journal particularly that we are here concerned.

The function of the journal is essentially educational; it is the means by which technical information is disseminated among the profession so that the thought of the few is distributed to the mass. It fulfills or should fulfill in a large degree the function of a post-graduate instructor to the practitioner by keeping him in touch with the latest advancements wherever made in his field of work.

As the profession of dentistry has developed so has its periodical literature kept pace with each advance, until the monthly output of upwards of about seventy-five dental journals now published constitutes an enormous circulating library of current dental knowledge quite apart from the thousands of volumes of standard literature now published on the same subject.

The Ancestor.

Among the early pioneers in periodical dental literature was the "Dental News Letter" issued in 1847 by the supply house of Jones, White & Co., of Philadelphia and New York. Its contemporary publications were the "American Journal of Dental Science," issued in June 1839; "Stockton's Dental Intelligencer," published by S. W. Stockton & Co., Philadelphia, in 1845; the "New York Dental Recorder," by C. C. Allen, New York; the "Dental Register of the West," a quarterly publication under the auspices of the Mississippi Valley Association of Dental Surgeons in 1847, and two or three dental advertising sheets of minor importance.

As illustrative of the interest exhibited by dental practitioners in the dental journals of the period it is interesting to note that the circulation reached by the "American Journal of Dental Science" at the time of issue of the fourth number was 511 copies to 174 subscribers.

The profession was in its infancy, the ideas

of co-operation and esprit de corps were innovations which though attractive to the few had not infused their energizing influence among dentists generally. There was no well-organized government postal system and the means of intercommunication were defective, hence the journal had to make its way slowly toward that status in the professional mind which later recognized it as a necessity of equal importance with the technical armamentarium.

The "Dental News Letter" made its first appearance in October 1847, as a quarterly publication of sixteen pages under the editorship of J. R. McCurdy, a member of the firm of Jones, White & Co., its publishers. The annual price of subscription was fifty cents. The following, taken from its "Salutatory," sets forth the motive for its publication, viz:

"1st. That the profession both in the United States and Europe may be informed of the improvements which have been and are now being made in the manufacture of artificial teeth, the various tools and aids in the workshop and instruments for the operating room.

"2d. To bring before the profession all that is new in the theory and practice of Dentistry, through the medium of original communications, essays from old and young practitioners, colla-

tions from authors, and items of news on all subjects relating to Dentistry."

This would seem to have been a somewhat ambitious scope to be covered by a sixteen-page quarterly, as the publishers evidently found to be the case from further experience, for the journal was progressively enlarged through 24, 32, 48, 64, to 80 pages in the ninth volume, which size was maintained until the close of its publication by merger in the "Dental Cosmos."

The "Dental News Letter" quickly achieved an honorable place among its contemporaries. While its local support was perhaps the most important, it exerted a wide sphere of influence by reason of the able corps of contributors who furnished articles for its pages, prominent among whom were J. F. B. Flagg, Elisha Townsend, S. P. Hullihen, Louis Jack, Robert Arthur, T. L. Buckingham, C. N. Peirce, Thos. W. Evans, J. H. McQuillen, J. DeHaven White, and many others. In 1853 Dr. J. DeHaven White became its chief editor in collaboration with its former editor, J. R. McCurdy, the increasing importance of the publication and the added editorial labor

rendering the change necessary. Under this new management the "News Letter" developed rapidly and vigorously. The new editor-in-chief, occupying a position of commanding importance as an authority on dental matters and possessing an aggressive personality, instituted a vigorous policy in the conduct of the journal, with the result that with the enlarging interest in dental matters generally a more frequent and larger means of expression than was afforded by a quarterly publication became necessary.

Birth of the "Dental Cosmos."

The demands of the enlarged situation were met by the publication August 1, 1859, of the first number of the "Dental Cosmos" under the joint editorship of J. D. White, D.D.S., J. H. McQuillen, D.D.S., and George J. Ziegler, M.D., the first as editor-in-chief, the second in charge of the scientific department, and the last in charge of such medical subjects as had a bearing upon dental practice. The new enterprise was one of high aims and breadth of scope. The twelve years of



L. D. Haven White.

ripened experience which had resulted from the publication of the "News Letter" brought to the editors and publishers a juster appreciation of the needs of dentistry from the journalistic side, and a clearer comprehension of the possibilities of dental progress toward higher ideals.

Those who stood as sponsors for this new candidate for professional favor gave it a designation clearly indicating its scope of action, and sent it forth into the world of dentistry with their personal warrant to its birthright expressed in terms which admit no doubt as to their high purpose, and which have ever since remained as the animating motive of the "Dental Cosmos."

This was its baptism:

"Dentistry is a science, and its cultivation, in all forms, is necessarily systematic. A dental journal, well adapted to its use, must be sedulously attentive to the gathering and effective presentment of the constant accumulations of new facts and new and useful views daily developing themselves in general practice. If any source of improvement can be rightly esteemed more valuable than another, this is the one entitled to such preference. This department of the paper will be carefully cultivated, well managed, and fairly

and honorably administered by the gentleman to whom the charge is specially committed.

“Dental literature, in all the forms in which it flows from the press, demands such selection, criticism, and condensation as shall best afford its spirit and worth for practical and theoretic uses. This department, committed to eminently competent hands, we can also promise will be well kept up; and care will be taken in translation, selection, and abridgment to secure a transfusion of all that is best in the publications of our own country, England, and the Continent. We are willing to invite high expectations in this respect, feeling certain of meeting them satisfactorily.

“The range of the other chief division of the work is rich in capabilities of service to the zealous cultivators of dental science. General medicine, surgery, and their associate sciences have much available aid to afford our specialty, and the editor of this department will do it ample justice.

“Our plan has these general features, and the aim is to bring them out fully and effectively. It will be made to embrace in its details all the useful facts of professional experience which can be gathered—all the improved modes of practice which the best heads and hands are constantly developing; the chemistry, metallurgy, and mechanics of the art, in whatever they are useful or promising; and along with all this, due place will be given to theory, discussion, criticism, to history, biography, and bibliography, as they can best be blended and arrayed for profitable consideration.



GEO. J. ZIEGLER, M.D.

“A good deal of work done upon a great deal of matter will reduce it to a presentable form and convenient compass. We shall have hands and heads enough engaged to turn out their work clear, compact, and comprehensive.

“If the ‘Dental Cosmos’ shall tolerably perform all this promise, it will deserve its title—that is, it will very fairly cover the dentist’s *world* of science and practice—it will be *universal* in the range of its accommodated application; and it will be *orderly* and *systematic* through all its comprehensiveness. The meaning of the title is exactly the intention of the publishers. Both the title and the intention would be too limited if they had less scope; and the publication would be a failure if it fell short of either. Our readers, we are well assured, will not make the mistake of excepting to the largeness of either aim or name—they will reserve their censure for the non-fulfilment, if it should happen, but which we intend to prevent, and so escape it.

“The ‘Dental Cosmos’ is pledged to the dental public to do whatever a journal can, for the good cause of professional improvement—for the profession’s advancement in its usefulness, self-respect, and public regard, and for strengthening fraternal courtesy, justice, and co-operation among the men who have the destiny and responsibility of the profession in their hands.”

The new journal was received with favor both in America and in Europe, and by reason

of the professional standing of its editorial staff, together with the character of the matter which appeared in its pages, it soon came to be recognized as a standard authority in dental matters and an important factor in the development and shaping of dental professional policy.

Dr. J. D. White continued as editor-in-chief of the "Dental Cosmos" until July 1865. In retiring from his official connection he made the following statement in his valedictory, which will give some indication of the part being performed by the "Dental Cosmos" at that time:

"For the publisher I can say that his course has been marked throughout, up to this time, with the most liberal disposition to favor the interchange of opinion and experience of every member of our noble art; and but for that, and other journals under similar circumstances, God only knows what would have been the condition of our profession at the present time. No journal has yet, in our profession, been self-sustaining; and without the combined interest of those engaged in other branches of our art, other than the office practitioner, where now would our science and our literature have stood?"

There is every reason to believe that the statements just quoted are a true reflex of the conditions of the period in which they were written, and correctly portray the dental journal not only as a recorder of current events, but as the standard-bearer of professional advancement, and an important means in shaping its policy and ideals.

A Change in Editorship.

Dr. J. H. McQuillen, well and favorably known throughout the world of dentistry as a teacher, investigator, a writer of ability, and practitioner of high skill, was called to the chief editorship upon the retirement of his predecessor. A man of high scientific attainment, great breadth of intellect, an unbounded and sympathetic interest in all that concerned the welfare of his chosen profession, he brought to bear upon the conduct of the "Dental Cosmos" his best energies and ripened judgment, so that under his able editorial management the journal quickly achieved an enviable reputation as the recognized exponent of scientific dentistry, and gave to dentistry itself an im-



J H McQuillen

petus toward a higher professional status which it would be difficult, if possible, to estimate.

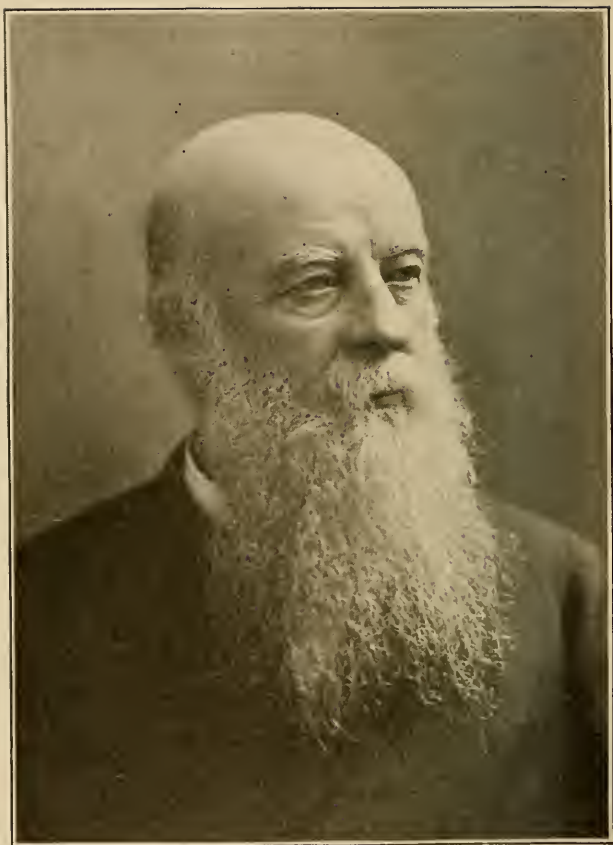
Much of the work done by Dr. McQuillen as editor of the "Dental Cosmos" was in advance of the thought of his time. His clear vision penetrated the future to an extent that enabled him to foretell the lines upon which the advancement of dentistry was most surely to proceed toward the attainment of that standing among professional callings which it was destined to occupy, and our evolution has in time proved the accuracy of his views. On retiring from the editorship, in January 1872, he gave in his valedictory the following statement of his views upon the basis of a higher professional standard and his conception of his duty as an editor:

"In the discharge of the editorial duties, the primary object has been the elevation of the professional standard to the highest possible point of excellence. Recognizing that this could not be promoted by harping upon a single theme, the effort has been made through the medium of editorials and other communications to touch every chord likely to secure a response tending toward awakening the desire for *self-culture*, which is characteristic of the age, that would result in a

broad and thorough, rather than a fractional mental, development on the part of members of the dental profession, so that as a body it could bear a favorable comparison with other liberal professions. To this end a thorough academic and collegiate education has been insisted upon for those who desire to *enter* the ranks of the profession, and also the passage of laws making such education not a matter of choice, but of compulsion on the part of dental students before they can engage in practice. All efforts at reform that stop short of this will prove futile, and the laws framed for the punishment of charlatans will be of no avail so long as the road by which quacks can enter the profession is freely open. Prevention is always better than cure, and in this matter *thorough education* is the only reliable remedy both as a preventive and a cure."

The third of a century which has intervened since this prophetic utterance was made has only served to practically enforce its accuracy. By education we have advanced, and when the standards of attainment above suggested by Dr. McQuillen shall have been reached, and safeguarded by wise legislation, then indeed shall we have achieved the goal of a liberal and learned profession.

Overburdened by the cares of a large practice and the arduous duties of his professorial



J. W. White

position in the Philadelphia Dental College, Dr. McQuillen felt compelled to relinquish his editorial work, a step which he was further impelled to take in order to secure some time for original research in his chosen field of dental histology.

Dr. J. W. White as Editor.

He was succeeded by Dr. James W. White, brother of the well-known publisher of the "Dental Cosmos." Dr. White had from the foundation and first publication of the "Cosmos" taken an active interest in the work and had been a frequent contributor to its pages. A man of rare intellectual qualities, keen observation, ripe judgment, a born teacher, and having an intimate knowledge of the whole life of the dental profession, so to speak, he quickly became the guiding spirit of the "Cosmos," giving to it his most devoted care and attention. It was his proud boast that not an issue of the magazine ever appeared that he had not personally supervised from cover to cover. His editorial utterances were expressed in clear, faultless

English and with a cogent style of which he was a master.

Imbued as he was with a supreme faith in the dignity and beneficence of dentistry as a profession, he was always its doughty champion when called upon to speak in its defense, and the ever-active spur to a higher and broader professionalism for our calling. Though not himself a dentist, his life-long and intimate contact with every phase of dentistry made him master of it in all respects save that of the practical operative side.

Dr. White died suddenly on May 27, 1891. Of his influence upon the career of the "Dental Cosmos" his biographer has said:

"His broad knowledge, his exquisite literary taste, his keen insight, his rare judgment, were in its service from the first, ever guiding it onward and upward to the ideal of perfect journalism. To his mind, the journalistic literature of a scientific profession did not fulfill the object of its being if it was merely a record of passing events or a vehicle for the exchange of the common information of the day—the iteration and reiteration of truths known to all men. It should be the prophet of the higher aspirations of the profession it represented, the torch-bearer of a wider knowledge, the teacher of a nobler science,

the inspiration of a better practice. It could not stand still; the ideal of yesterday should be the actual of today, with a yet higher goal set for tomorrow's effort. Each issue should be a symposium of the freshest thought of the brightest minds, to the end that those who read should have a constant stimulus to excel and thus in time to offer their best fruits upon a common altar. This was the ideal which he endeavored to realize in his conduct of the 'Dental Cosmos.' "

The Present Era.

Forty-four years of continuous and steady development had elapsed since the beginning of the enterprise in the founding of the "Dental News Letter" up to the death of Dr. J. W. White as editor of the "Dental Cosmos" and the passing of the journal into the editorial charge of the present editor, Edward C. Kirk, D.D.S., Sc.D. Its period of publication had comprised nearly the whole professional life-history of dentistry. The development of both the profession and the journal has been synchronous and parallel. From small beginnings there had resulted the creation of a fully equipped and organized profession with its new aims and multiplicity of interests, which



Edward Clark

it was the object and duty of the "Cosmos" to faithfully portray and to stimulate to greater activity and usefulness. Beyond and above these more material ends was the high standard of professional ideals set and maintained by the group of his illustrious predecessors which came as a heritage to the present editor, and which in the acceptance of his position were the unwritten though none the less important of his responsibilities.

No periodical in dentistry had taken higher ground nor maintained it more consistently. The "Dental Cosmos" had from its first issue voiced the best thought of the profession it represented, and its editorship was assumed in the frank recognition of these sentiments and accepted in trust to be utilized in the furtherance of the best interests of the dental profession.

With the continuing onward sweep of professional development the field of the dental journal is ever widening, bringing to the editor new responsibilities, new situations to interpret, new problems to grapple with.

Fifteen years ago, only a little while before the present editor assumed control, the distinguished editor of a contemporary dental

journal made the assertion that "the dental profession is largely written out."

The "Dental Cosmos" at the time pointed out the absurdity of the statement, and declared that "neither operative nor prosthetic dentistry had reached the Ultima Thule of practical development, and until they shall have done so the books cannot be closed and the official notice posted up, 'Written Out!' "

Its pages since have been a monthly witness to the advances in practical and theoretical dentistry; have chronicled the progress of the practical through the scientific, and the leads which practical dentistry has suggested for scientific research. It is conducted upon the idea that the science and practice of dentistry are so intimately interwoven that they cannot be separated but to its detriment; that the one serves the other, and that both are necessary to further progress.

The present editor brought to his duties the rounded equipment of years of practical experience, a thorough knowledge of the literature of the profession, a wide acquaintance among the men active in upholding and advancing its standards; a just comprehension of what had been accomplished, a keen apprecia-

tion of the difficulties to be encountered, a lofty ideal of the possibilities of dentistry, a courage sufficient for the task before him.

He has kept the reading pages of the "Dental Cosmos" clean, free from the taint of the advertising spirit. On the other hand, they have been and are free and open to the untrammelled expression of opinion upon any professional subject. In quality as in quantity the journalistic literature of the profession, as expressed in the "Dental Cosmos," compares favorably with that of any former period, constituting a standing refutation of the charge that the "profession is largely written out." Above all, the "Dental Cosmos" is in close touch with every movement for the furtherance of the profession's higher development along whatever plane promises practical, scientific, or ethical growth. Its pages form an unerring index to professional thought, an inspiration to professional progress.

The Publisher's Policy.

The "Dental Cosmos" could not have been the factor it has been in the upbuilding of den-

tistry but for the broadly generous attitude of its publisher. Something of the possibilities of dental progress was foreseen when the "Dental News Letter" was merged into the "Dental Cosmos" in 1859. The ideas then outlined as before referred to formed the foundation of the policy since adhered to, namely, the fostering of the profession's "advancement in usefulness, self-respect, and public regard." Expense should not be allowed to stand in the way of making the "Dental Cosmos" a magazine to which dentists might invite comparison with any scientific publication. On the other hand, the "Dental Cosmos" should not be a gift enterprise. It was to be worth its price and the price would have to be paid. It was believed that there were and would be enough dentists who would appreciate and support the effort to give them a magazine whose literary and scientific character would of itself be a distinction and constitute a title to the respect of other scientific professions.

There was no expectation of making money out of it. Otherwise its advertising pages could readily have been filled with paying advertisements. On the contrary, a strict cen-

sorship has been exercised over this side of the magazine to the end that the advertising which appeared should be dental and of a character which should not conflict with the high aim of the reading pages.

The expectation of support from the better elements of the profession was realized. The "Dental Cosmos" built up for itself a clientele which could not be shaken from its allegiance—a clientele composed of those who were interested in the advancement of dentistry, of those who wanted to know the "why" as well as the "how" of things. And this clientele widened as the profession grew. For many years the "Dental Cosmos" has almost uninterruptedly possessed, as it does today, the largest paid subscription list of any dental journal.

The Story of the House.

Some account of a house which could originate and through a half century successfully carry out a policy like this may not be uninteresting.

Its founder, Dr. Samuel Stockton White, after serving an apprenticeship in the "art and

mystery of dentistry and the manufacture of incorruptible teeth," began business for himself in 1844 at the age of twenty-two.

The beginnings of the business were very humble; the factory, with but two operatives, was in the garret of a dwelling-house at the corner of Seventh and Race streets, Philadelphia, with the dental office in a room in the same building. Dr. White with his own hands engraved the molds for the first and for a long time the only product, porcelain teeth. The superior forms of these porcelain teeth quickly attracted attention, and the foundation of what has come to be the largest manufactory of dentists' supplies in the world was laid.

In a short time both branches of the business were removed to Race street above Eighth. In 1845 Dr. White took in as partners in the manufacturing department Asahel Jones, of New York, and John R. McCurdy, of Philadelphia. In 1846 he relinquished the practice of dentistry in order to devote his entire time to the manufacture of porcelain teeth. In 1849 the firm removed to a property on Arch street below Sixth, which had been purchased and specially fitted up for the business. In 1852 another removal to a still more com-

modious structure in the same block was necessitated.

Branch houses were established in New York in 1846; in Boston in 1850; in Chicago in 1858. Mr. McCurdy withdrew in 1859, and Mr. Jones in 1861, Dr. White purchasing the interests of both. The business, under his skilful guidance, continued to grow rapidly; from the manufacture of a single article it had developed into a depot of supplies for everything then pertaining to dentistry.

In time more extensive quarters were imperatively needed, and in October 1868, the imposing structure at the southeast corner of Chestnut and Twelfth streets, extending from Chestnut to Sansom streets, which had been erected by Dr. White and fitted up expressly for the purpose, was occupied as a manufactory and depot. This removal, involving a great outlay, was a long step forward, and provided an increase of room that Dr. White and his associates believed would be sufficient for any possible requirement of the business.

On December 30, 1879, Dr. White died suddenly, in Paris, France, and for about a year and a half the business was carried on by

the trustees of his estate—viz, his only brother, Dr. James W. White; his eldest son, J. Clarence White; and Henry M. Lewis, who had been for a number of years his cashier and confidential clerk.

The “Company.”

The S. S. White Dental Mfg. Co., which was incorporated under the laws of the State of Pennsylvania with a paid-up capital of one million dollars, assumed control July 1, 1881. In this company was also included the business and interests of the firm of Johnston Bros., of New York, which had been for several years prominent in the manufacture of dentists' supplies.

The officers of the Company were—

President: Dr. James W. White.

General Manager: Henry M. Lewis.

Secretary: J. Clarence White.

Treasurer: Samuel T. Jones.

The business continued to expand. The great building at Twelfth and Chestnut streets, originally supposed to be large enough for all possible growth, had become crowded, so that many leading products could not be made di-



H. M. Lewis

PRESIDENT AND DIRECTOR

rectly in the establishment, but were contracted for with the best outside manufacturers that could be found. The Johnston Bros. business brought with it a manufacturing plant located on Staten Island, N. Y., which with the land attached to it provided facilities for a different policy. As fast and as far as possible the production of goods that had been manufactured outside was taken into one or other of its factories by the Company.

New and improved machinery was rapidly added to the Staten Island plant, and the force of operatives largely augmented. In a very few years the buildings were crowded to their utmost capacity, compelling the erection of additional factory buildings, which are among the largest and best appointed in the land.

Meanwhile the pressure upon the Philadelphia factory continued to increase, and in 1890 there was purchased a fine building, well adapted to the business, in Frankford, Philadelphia, and to it were removed the departments of steel instruments, case-making and cabinet-work, and some of less importance that had for a considerable time occupied rather cramped quarters at Twelfth and Chestnut streets. The capacity of this factory has since



W. H. Gilbert

GENERAL MANAGER

been largely increased by the purchase of adjoining properties and the erection of additional buildings.

The demands of the Southern trade led to the opening of a branch house at Atlanta, Ga., in January, 1891.

On May 27, 1891, Dr. James W. White died. He had been president continuously since the formation of the Company, having previously been associated with his brother Samuel during almost the entire business career of the latter.

Mr. Henry M. Lewis was made president to fill the vacancy, and Mr. William H. Gilbert was elected general manager. Mr. Gilbert had at that time been connected with the house for twenty-six years, and had risen successively to positions of increased importance and responsibility. In 1887 he was appointed by the Board of Directors general superintendent of all the manufacturing operations of the Company, so that his training had eminently fitted him for the exacting duties of the position to which he was elected.

The growth of the Company's business has continued unceasingly, its history being a record of almost uninterrupted expansion,



O. E. Jones

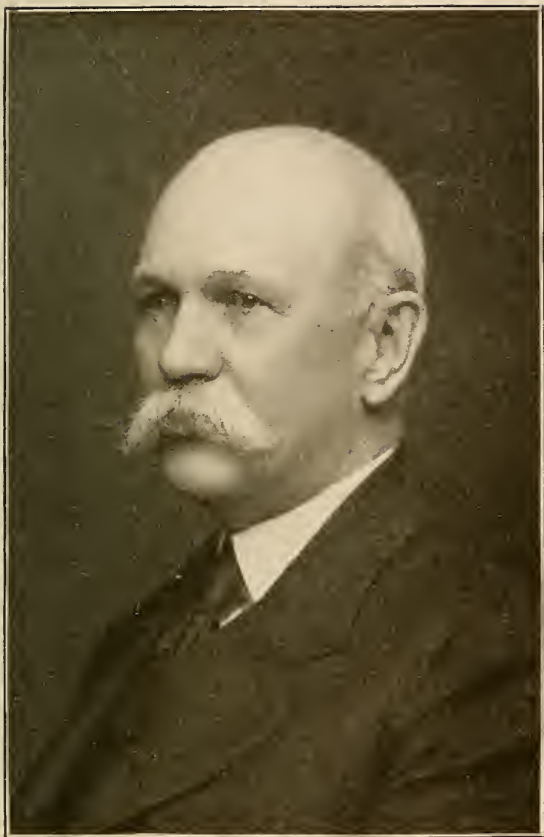
SECRETARY

necessitating for its successful handling the establishing of additional branch houses as follows: At Buenos Aires, R. A., in 1895; at Berlin, Germany, in 1896; at Rochester, N. Y., in 1897; at St. Petersburg, Russia, in 1899; at Toronto, Ont., Canada, in 1900; and at New Orleans, La., in 1904.

Meantime the demands upon the Company's facilities for manufacturing porcelain teeth became so great that a property, 85 x 130 feet, on South Twelfth street, was purchased, and a superb factory, five stories and basement, was erected upon it. This entire building, with the exception of one floor, is devoted to the various processes connected with the making of porcelain teeth.

In April 1901, Mr. J. Clarence White resigned the secretaryship, and Mr. Constant E. Jones was elected his successor. Mr. Jones had demonstrated his business capacity by his able conduct of the credit department.

In January 1903, Mr. Samuel T. Jones, who had been treasurer of the Company from its foundation, died, and Mr. George R. Robinson was chosen his successor. Mr. Robinson was for many years bookkeeper and cashier of the Chicago branch, in which position he



G. H. Robinson

TREASURER

showed abilities for a larger field. He was consequently transferred to Philadelphia, where for several years he had been assistant to the treasurer.

The present officers of the Company are—

President: Henry M. Lewis.

General Manager: William H. Gilbert.

Secretary: Constant E. Jones.

Treasurer: George R. Robinson.

Directors: Samuel S. White, Jr., Algernon K. Johnston, Henry M. Lewis, Andrew W. Carey, and J. Clarence White.

The Main House.

The main office, center of direction, and principal salesrooms of the Company are still located in the building at the southeast corner of Twelfth and Chestnut streets, Philadelphia. Originally planned and built by the founder as the permanent home of the entire business, manufacturing and selling, it now affords space for only the offices, the sales and stock and shipping departments. All the manufacturing departments, by reason of their expansion, have been forced from time to time, as here-



Charles White
DIRECTOR

inbefore noted, to seek larger quarters than could here be afforded them. To meet the new conditions the interior of the building has been almost entirely remodeled.

The general offices of the Company, the accounting department, legal department, advertising department, and the publication and editorial offices of the "Dental Cosmos," occupy the third floor.

The second floor is the salesroom proper, a splendidly appointed apartment, 41 x 230 feet, wherein the products of the Company's factories are arranged for easy, intelligent, and comparative examination by patrons. A raised platform, 16 x 60 feet, affords the opportunity for an effective showing of chairs, spiral flush spittoons, engines, electrical appliances, etc., in actual operation. The main tooth stock is also located at the front of this floor.

On the fourth floor are the foreign order branch of the tooth department, travelers' headquarters, electrical experimental rooms, etc.

The fifth floor is the repository of the stock of steel instruments and miscellaneous goods, where wholesale orders are filled.

The basement contains the electric light



Samuel F. White

DIRECTOR

plant, the packing and shipping departments, etc.

The Branch Houses.

The New York main store, managed by Mr. Charles Kerby, for many years stock clerk at the home house in Philadelphia, is now located on the sixth floor of the Spingler Building, a handsome new office building, Nos. 5, 7, and 9 Union Square, West. It is headquarters for the supply of materials to dentists in the lower part of New York and surrounding country, and considerable export and domestic wholesale business is transacted there. An uptown branch, for the supply of the dentists of the upper part of New York, is located in the Windsor Arcade, Fifth avenue, 46th and 47th streets; it has been for many years and still is under the management of Mr. Norman S. Towner. There is also a branch in Brooklyn, occupying the fifth floor of the Nassau Building, Nos. 356 and 358 Fulton street, under the direction of Mr. Samuel M. Vredenburg, who for a long term of years served the house as a traveling salesman. At these two small branches the stocks, though not large in



A. K. Johnston

DIRECTOR

amount, are about 'as complete in variety as at the main store.

The Boston house, to which is committed the oversight of the business in New England and some of the Canadian provinces, is located at No. 120 Boylston street, Boston. Its manager, Mr. John F. Davis, brought to its duties a long experience in the house of which he is now the head. His branch and its goods are as familiar as household words to the dentists of New England.

The Chicago branch, one of the largest and most important of the subsidiary houses, is under the capable control of Mr. Charles L. Bingham, son of the original manager. Mr. Bingham was, so to speak, "brought up" in the business, developing a capacity for administration which has amply justified his appointment to succeed his honored father in the continuously growing business of the Chicago branch. This branch is located at No. 37 Randolph street, corner of Wabash avenue.

The Atlanta branch is in the Prudential Building, Atlanta, under the management of Mr. Frank O. Foster, who, as the able lieutenant of Mr. Selby, was his logical successor, when death claimed the latter something over



A. W. Carey

DIRECTOR

three years ago. The position of Atlanta and its railroad connections make it a business strategical point of first importance in dealing with the central South.

Mr. Luis Xiques, the head of the South American branch, at Calle Victoria, 750, Buenos Aires, R. A., is a long-time employe of the Company. His travels through South America in its interests developed the need of closer relations with the dentists of South America, and Buenos Aires seemed to be the most advantageous location for it. Originally an experiment, the need for its continuance became more and more apparent the longer the experiment was tried. At the end of two years the "experiment" was formally adopted as a full-fledged branch. Under the tactful, energetic administration of Mr. Xiques, it has become an important factor in the business of the Company.

For some years before establishing a branch house on European soil, the need for it was apparent. Here were thousands of practitioners of dentistry, eager for the best appliances available, who had shown their appreciation by large purchases of the Company's products, even though their relations with it



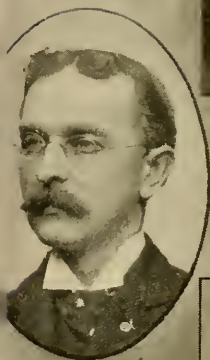
C.L. BINGHAM
CHICAGO



CHARLES KERBY
NEW YORK



J.F. DAVIS
BOSTON



F.O. FOSTER
ATLANTA



BRANCH MANAGERS

were only practicable through dealers. The principal question was, where to locate it.

This question was finally settled in favor of Berlin, and in the latter part of 1896 a branch house was established there at No. 37 Lindenstrasse, under the management of Mr. Carl Hahn. Mr. Hahn had had large experience in another house which manufactured dentists' supplies, and after some months spent in our factories and salesrooms, he returned to Berlin thoroughly permeated with enthusiasm. An untiring worker, he placed the new venture on a successful basis within a few months. Its growth has been almost continuous. To handle its business some sixty-odd employes are now required.

In March of 1899, as an offshoot of the Berlin business, another branch was established in St. Petersburg, Russia, under the superintendence of Mr. Hermann Ubert, who received his training in the Berlin house. This also has had a satisfactory career.

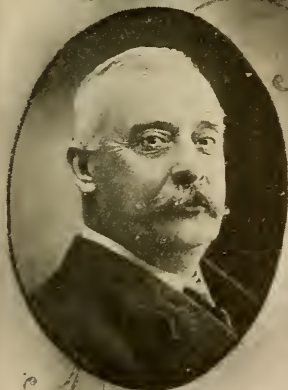
In 1897, at the request of many dentists in the northwestern part of the state of New York, a branch house was started in Rochester, and Mr. George L. Primrose, who had traveled for many years over the section interested as



T.F. GLENN
NEW ORLEANS



S.M. VREDENBERG
BROOKLYN, N.Y.



GEO. L. PRIMROSE
ROCHESTER, N.Y.



N.S. TOWNER
(UP TOWN) NEW YORK

BRANCH MANAGERS

the representative of the Company, was made its manager. Mr. Primrose is popular and efficient, and serves his patrons satisfactorily to themselves and to the Company.

Canadian dentists had long urged upon the officials of the Company the need of a direct representation in their country. In 1900 a branch house was formally launched at Nos. 110 and 112 Victoria street, Toronto. Mr. Seth A. Craige, who was personally known to most of the Dominion dentists as the traveling representative of the Company, was placed in charge, and has so conducted its affairs that the wisdom of the move has been abundantly proved.

The youngest of the branch houses was formally opened, at 810-815 Hibernia Building, corner of Carondelet and Gravier streets, New Orleans, in March of the current year, with Mr. Thomas F. Glenn, a graduate of the Atlanta house, as manager. There seems no reason why it should not be as successful in its degree as the older houses.

It will thus be seen that the Company has steadily grown, its business expanding from year to year. In its manufacturing operations it has been actuated by the same spirit which



S. A. CRAIGE
TORONTO



C. HAHN
BERLIN



LUIS XIQUE'S
BUENOS AIRES



H. UBERT
ST. PETERSBURG

BRANCH MANAGERS

dictated its policy with regard to the "Dental Cosmos." It has steadily believed and as steadily acted upon the belief that there was a wide field for the employment of instruments and appliances of the highest merit possible to produce. Its business has been built upon its adherence to the motto "the best is the cheapest," and it has no fear that there will be any failure to support its efforts so long as that spirit is its actuating motive.

THE DENTAL COSMOS

ENGAGEMENT CALENDAR

1904 1904

1904 January - 1904

Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31								

Monday, January 4

8	1
9	2
10	3
11	4
12	5

Tuesday, January 5

8	1
9	2
10	3
11	4
12	5

Wednesday, January 6

8	1
9	2
10	3
11	4
12	5

Thursday, January 7

8	1
9	2
10	3
11	4
12	5

Friday, January 8

8	1
9	2
10	3
11	4
12	5

Saturday, January 9

8	1
9	2
10	3
11	4
12	5

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